In analyzing your crowdfunding data, three conclusions that we can draw about the crowdfunding campaigns were:

1. More than half of all campaigns were successful.
2. Most of the successful campaigns are during the months of June and July.
3. Plays is by far the largest campaign sub-category.

One of the limitations of this dataset would include not knowing the time of day. Since the campaigns are so short (only lasting a couple of days), it would be good to know at what times people are more likely to donate or support your campaign. Another limitation is not being able to drill down to area/region/state. If you see that there were 100 music campaigns on the west coast and only 3 of those were successful, but 100 theater campaigns and 70 of those were successful, then you’ll know which campaign to market to the west coast. Lastly, the source of where the support is coming from. Was it a social media campaign, email, etc.? These would all help to improve marketing efforts and tell better stories with the data.

Another graph I would have liked to see would show outcomes by country. Again, going back to knowing where your support is coming from, I think is very important.